

# *Life* INSURANCE

**You probably insure your home,  
your car, your possessions.  
But is your life fully insured?**

## **HOW MUCH LIFE INSURANCE DO YOU NEED?**

You may have heard that the “rule of thumb” for life insurance coverage is seven to ten times your salary. The truth is that determining how much life insurance you and your family need takes more homework than guesswork.

Your life insurance needs are unique to your own situation. Ideally, you want to provide beneficiaries with enough protection to maintain their lifestyle and realize future goals. Factors to consider include:

- Income replacement
- Mortgage/rent
- Car payments
- Credit card and other debt
- Child care
- Education
- Final expenses
- Retirement

Talk to your representative or advisor about how much life insurance you need and how often you should re-evaluate your life insurance needs. To help you get started, complete the simple worksheet on the back of this card.



**LIFE  
INSURANCE**

**COLONIAL**  
SUPPLEMENTAL INSURANCE

*for what happens next®*

**Final Expenses** \$ \_\_\_\_\_

Average \$10,000-\$15,000 for total funeral and estate costs.

**Outstanding Debt** \$ \_\_\_\_\_

How much is needed to pay off your existing debt?

- Mortgage
- Car payment
- Credit card debt
- Other debt

**Ongoing Expenses** \$ \_\_\_\_\_

How much is needed for food, rent/mortgage, clothing, utilities, daycare and other family expenses?

*(One rule of thumb for estimating the coverage amount needed to cover day-to-day expenses is to provide five to eight years of your current salary.)*

**Future Plans** \$ \_\_\_\_\_

How much is needed for college education, weddings, retirement goals, and other plans for your beneficiaries?

**Total Expenses** \$ \_\_\_\_\_

**Subtract any existing amount of life insurance coverage you already have** \$ \_\_\_\_\_

**Remainder** \$ \_\_\_\_\_

This is the amount of life insurance coverage you may want to consider.

#### THE COLONIAL ADVANTAGE

- ◆ A leader in the supplemental insurance industry.
- ◆ Communications and benefits education to help you understand the benefits you have—and the benefits you may need.
- ◆ Prompt, accurate and courteous customer service.
- ◆ Broad selection of products to help meet your individual needs, with premiums paid through convenient payroll deduction.

**Learn more about these and all of the advantages Colonial has to offer by meeting with your Colonial representative or visiting [www.coloniallife.com](http://www.coloniallife.com).**

For costs and complete details of the coverage, call or write your insurance agent or the company, whichever is applicable.

*Colonial Supplemental Insurance products are underwritten by:*

**Colonial Life & Accident Insurance Company**

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[www.coloniallife.com](http://www.coloniallife.com)

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